

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
BOARD MEETING  
MINUTES**

September 17, 2013– 6:00 pm  
in the DOMB Board Room  
33 Mississauga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

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Present: Sarah Valiquette-Thompson, Councillor Pete Bowen, Susan Willsey, Nick Raseta, Ron Spencer, Mariano Tulipano  
Regrets: Bob Willsey, Eric Cathcart  
Also Present: Lisa Thomson-Roop (staff)

- 1. Open Session**
- 2. Chair**
- 3. Call to Order - 6:03pm**
- 4. Approval of Agenda- Carried**
- 5. Disclosure of Interest - None declared**
- 6. Deputations**
- 7. Minutes**  
August 20, 2013 - Carried.
- 8. Closed Session**
  - a. Motion to move into Closed Session

THAT, pursuant to Section 239(4) of the Municipal Act, 2001, S.O. 2001, c.25, notice is hereby given that the Downtown Orillia Management Board intends to hold a closed session meeting in the Downtown Orillia Management Boardroom to deal with matters pursuant to Section 239(2) (b) of the said Act (Personal Matters)

**Motion 1**

**Moved: Mariano Tulipano**

**Seconded: Pete Bowen**

**"THAT the DMB move into Closed Session."  
Carried.**

- b. Closed Session Items  
Personal Matter- Re: Board Vacancy - Board of Director Candidate Selection

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- c. Motion to rise and report to Open Session

**Motion 2**

**Moved: Pete Bowen**

**Seconded: Susan Willsey**

**"THAT the DMB rise and report to Open Session."  
Carried.**

**9. Open Session**

**10. Motions arising from Closed Session Discussions**

**Motion 3**

**Moved: Mariano Tulipano**

**Seconded: Ron Spencer**

**"THAT the Downtown Orillia Management Board recommend to Orillia City Council that Ralph Cipolla be appointed to the board to replace outgoing director Helen DiPardo for a term ending November 2014."  
Carried.**

**11. Correspondence – Information Items**

- a. Orillia Public Library – 2012 Annual Report
  - b. Shadows Salon – Cuts for Gilda's Club -Thank you for Downtown Dollars
  - c. Office of the City Clerk – Beatles Street Closure
  - d. Office of the City Clerk – Ashiko Youth Parking Lot Closure
  - e. Office of the City Clerk – Accountability Reports – Semi Annual Façade Improvement
  - f. Treasury – DMB Budget Report
  - g. Treasury – DMB Detailed Trial Balance
  - h. Development Services – Committee of Adjustment – Notices of Decision
  - i. Office of the Mayor – Tag Days – Royal Canadian Legion
  - j. Office of the City Clerk – 2013 Budget Committee Session Date
  - k. Starry Night 2013 Committee - Sponsorship Thank you
- Received as information.*

**12. Correspondence – Action Items**

- a. EDC – Downtown Directional Billboard Sign

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**Motion 4**

**Moved: Ron Spencer**

**Seconded: Nick Raseta**

**"THAT the Downtown Orillia Management Board enter into an agreement with the City of Orillia EDC to lease a Downtown Orillia Directional billboard on the Highway 12 bypass at a cost of \$2000.00 in 2014."**

**Carried.**

**13. Reports**

- a. Personnel/Staff Task Report Update –  
Signage Permits –  
*Action: Contact the Real Estate Board to reach out to owners of properties with the goal of getting ahead of the tenant putting up a sign that does not comply with the bylaw. Develop a Rackcard for the Real Estate Board. Send a letter to council requesting council explore a business license for a nominal fee that lasts for life of the business. Investigate other BIA's business license policies.*
- b. Financial Report

**Motion 5**

**Moved: Mariano Tulipano**

**Seconded: Ron Spencer**

**"THAT the Downtown Orillia Management Board pay all financials as presented dated prior to September 17, 2013."**

**Carried.**

- c. Meeting Dates  
*No action.*
- d. Recreation Facility – Draft Letter Review  
*Deferred.*
- e. Events Committee  
Downtown VIP card draft. A piece for welcome package.

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Downtown Brockville – Would we consider stickers in the window.

*Action: Explore the cost of a Rainbow sticker with our website*

*[www.downtownorillia.org](http://www.downtownorillia.org).*

- f. Marketing Committee –

**Motion 6**

**Moved: Ron Spencer**

**Seconded: Susan Willsey**

**"THAT the Downtown Orillia Management Board purchase a space in the Lake Country section of the 2014 Simcoe County Guide Map at a cost of \$425.00.**

**AND THAT the cost be debited from the 2014 Winter Promo Budget."**  
**Carried.**

*Logo Comments for Designer: Will the sun be cropped out? Printing on coloured paper and shirts, how will the white lettering show up? Can the sun be bigger and lower?*

- g. Farmers Market Transition Committee  
The farmers market will move over to the Library in January 2014.
- h. First Impressions Partnership – Owen Sound  
Date set: Oct 8-9th
- i. Way-Finding Signage  
Manager will meet with Planning and Bylaw to discuss report to council.
- j. Bike Parking Spaces/Stands

**Motion 7**

**Moved: Susan Willsey**

**Seconded: Nick Raseta**

**"THAT the Downtown Orillia Management Board purchase 5 CP-3 bicycle stands with black powder coating at a cost not to exceed \$1475.00 plus HST and delivery from Velo-Rack.**

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**AND THAT the expense be debited from the 2014 Street Maintenance Budget."**  
**Carried.**

*Action: Contact Active Transportation Committee ask them if they are interested in purchasing their own at the same time in hopes of lowering the costs for both of us.*

- k. Façade – 142 Mississaga Street East

**Motion 8**

**Moved: Ron Spencer**

**Seconded: Nick Raseta**

**"THAT the Downtown Orillia Management Board approve a Facade Grant in the amount of \$1218.00 to Sirkka Fashions at 142 Mississaga Street East. This is 40% of the \$3035.00 estimated improvement. Payment will be issued on completion of improvement and submission of paid receipts and a photo of the new facade to the DMB office.  
Carried.**

- l. EDC

*Action: The downtown will need to provide input as to what's important as to marketing. Use the EDC report and then prioritize the 2014 work plan.  
Request report from EDC and send to board for comment for next meeting.*

- m. Parking Advisory Committee

Gated Parking received as information.

Construction will begin in Lot 11 at the end of the month.

- n. Transit Committee

- o. Streets Alive!

*Action: Leslie has entered her project and work in a national contest. Put link on Facebook page to help with promotion.*

- p. Lakehead Update

No meeting

- q. Chamber Update

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**14. Deputation Motions**

**15. Date of Next Meeting** –Tuesday October 15, 2013. –DOMB Board Room

**16. Adjournment – 7:57pm**